

ABSTRAK

Tujuan dari penelitian ini adalah untuk mempelajari bagaimana peran *Firm Size* dalam memoderasi pengaruh *Current Ratio*, *Debt to Equity Ratio*, dan *Total Asset Turnover* terhadap *Return on Assets* pada perusahaan *Consumer Cyclicals* yang terdaftar di Bursa Efek Indonesia periode 2021-2025. Metode penelitian kuantitatif dengan teknik *purposive sampling* digunakan untuk pengambilan sampel. Analisis data dilakukan dengan menggunakan *Moderated Regression Analysis* (MRA) dengan alat bantu SPSS V.25. Hasil penelitian menunjukkan bahwa *Current Ratio* (CR) berpengaruh negatif dan signifikan terhadap *Return on Assets* (ROA), *Firm Size* dapat memoderasi hubungan ini. *Debt to Equity Ratio* (DER) berpengaruh negatif dan signifikan terhadap *Return on Assets* (ROA), *Firm Size* tidak dapat memoderasi hubungan ini. *Total Asset Turnover* (TATO) tidak berpengaruh signifikan terhadap *Return on Assets* (ROA), *Firm Size* tidak dapat memoderasi hubungan ini.

Kata kunci: *Current Ratio*, *Debt to Equity Ratio*, *Total Asset Turnover*, *Return on Assets*, *Firm Size*

ABSTRACT

The purpose of this study is to examine the moderating role of Firm Size on the effects of the Current Ratio, debt-to-equity ratio, and Total Asset Turnover on Return on Assets among Consumer Cyclical companies listed on the Indonesia Stock Exchange during the 2021–2025 period. A quantitative research method using purposive sampling was employed for data collection. Data analysis was conducted using Moderated Regression Analysis (MRA) with SPSS V.25. The results indicate that the Current Ratio (CR) has a significant negative effect on Return on Assets (ROA), and Firm Size can moderate this relationship. The Debt-to-Equity Ratio (DER) has a negative and significant effect on Return on Assets (ROA), and Firm Size does not moderate this relationship. Total Asset Turnover (TATO) has no significant effect on Return on Assets (ROA), and Firm Size does not moderate this relationship.

Keywords: *Current Ratio, Debt to Equity Ratio, Total Asset Turnover, Return on Assets, Firm Size*